

# Where Are We At with Rewarded Video?

## AUDIO |

### eMarketer Editors

eMarketer principal analyst Yory Wurmser joins principal analyst Nicole Perrin to discuss rewarded video, voter targeting and more.

#### **What Types of Offers Would Prompt US Mobile Users to Watch a Rewarded Video Ad?**

*% of respondents, by ad length, June 2018*

	<b>0:15</b>	<b>0:30</b>	<b>0:60</b>
A discount offer from your favorite brand or retailer	80%	77%	71%
30 minutes of ad-free music on your favorite provider	70%	64%	53%
Free rewards in your favorite mobile game	70%	66%	55%
Free premium video content for an hour on a streaming service like Hulu or Netflix	70%	70%	64%
An exclusive new filter on a photo app like Instagram	40%	39%	32%
Video highlights from a sports game or current TV show	39%	39%	32%
3 free articles on a premium news site like The New York Times or Wall Street Journal	39%	36%	28%

*Note: read as 70% of respondents would be willing to watch a 15-second ad in exchange for free rewards in their favorite mobile game*

*Source: OpenX, "The Consumer Engagement Crossroads" in coordination with Mobile Marketing Association (MMA) and MediaMath, July 26, 2018*

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